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Montana Communities to Receive Commerce Funds Totaling \$90,000 for Tourism Related Events

(HELENA) – Nine Montana communities have been selected to receive a total of **\$90,000** in grant funding from the Montana Office of Tourism’s Special Events Grant Program (SEGP), through the Montana Department of Commerce.

The Montana communities of **Crow Agency, Helena, Great Falls, Lewistown, Malta, Seeley Lake, Stanford, Stevensville** and **Troy** will use the SEGP funds to assist in the marketing and promotion of a total of ten tourism-related events. The events were selected for the grant awards through a review and scoring process conducted by the Office of Tourism and various representatives of Montana’s public and private businesses.

“Montana is fortunate to have such a spectacular product to offer our 10 million annual visitors,” said Anthony Preite, Director of the Montana Department of Commerce. “In addition to our abundant and unequalled nature and vibrant communities, our distinctive special events enhance our guests overall experience and lead them to stay longer and spend more, thus contributing to the economic vitality of our state.”

Communities Receiving 2010 SEGP Awards:

\$18,550: Crow Agency, Crow Tribe – Crow Fair & Rodeo
\$8,000: Helena, Lewis & Clark County Fairgrounds – Rocky Mountain PBR Challenge
\$13,225: Helena, Northwest Rendezvous Group - Western Rendezvous of Art
\$14, 675: Great Falls, Ad Club/AAF Great Falls – 42nd Annual CM Russell Art Auction

\$8,000: Lewistown, Lewistown Art Center – Montana Cowboy Poetry Gathering & Western Music Rendezvous

\$2,550: Malta, Judith River Foundation – Montana Dinosaur Festival

\$2,500: Seeley Lake, Seeley Lake Area Chamber of Commerce – Sample the Seeley-Swan

\$5,000: Stanford, CM Russell Stampede Club – CM Russell Stampede

\$15,000: Stevensville, Stevensville Main Street Association – North West Honey Fest

\$2,500: Troy, Troy Fine Arts Council – Kootenai River Bluegrass & Beyond Festival

The SEGP was developed in 2002 to assist communities with economic development through the creation and/or enhancement of new annual, on-going events. Grant funds are available for event marketing and promotion outside a 100-mile radius of the event. To date, the SEGP program has provided \$582,500 in grant funding to 80 events in numerous Montana communities.

The deadline for the next round of grant applications will be announced in early-August 2010. For information, contact the Montana Office of Tourism, 406-841-2870.

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